LEO BURNETT COMPANY, *Inc.*

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THE PIPE SMOKER'S *Miscellany*

TIDBITS, TIPS AND TRIVIA ON THE ART OF PIPESMANSHIP

HOW TO KEEP YOUR HEEL DRY

You can discourage (or, hopefully, prevent entirely) a soggy heel from developing in the bowl of your pipe by always following these two procedures of pipesmanship:

1 After every pipeful you smoke, empty out *all* ashes—and *all* unsmoked tobacco, too. Leave a respectable cake, of course.

2 After every pipe-cleaning, leave the stem out of the shank overnight to give both an airing. If you like, you can leave a clean pipe-cleaner in the shank to dry bottom of the bowl and shank thoroughly.

HAPPY MORTAL! HE WHO KNOWS PLEASURE WHICH A PIPE BESTOWS...
BROWNE

THE PIPE TOBACCO THAT STAYS LIT

Bond Street Pipe Tobacco keeps burning because of its old English cut—a combination of flakes for even-burning. You'll like its aroma of fine imported and domestic tobaccos, too.

That man is twice-blessed who has a young wife and an old pipe

BOND STREET

A product of Philip Morris Inc.

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